InvoiceCloud® CASE STUDY

The Town of Elizabeth Saves 25 Hours a Month with a User-Friendly Payment Solution

In the first 6 months, the Town of Elizabeth saw:

61% increase in electronic payment adoption

150% increase in paperless enrollment

45% decrease in payment related calls

20% decrease in late payments

25 Hours a month saved in payment related workload

The town of Elizabeth, Colorado's legacy electronic billing presentment and payment (EBPP) platform was lacking—their staff had too many manual processes around billing and collections, which cost them valuable time and money that was better spent elsewhere. Additionally, a poor user experience made it difficult to sign up for online payments. With a solution from InvoiceCloud, the town was able to:

- Decrease inquiries regarding online payments
- Increase enrollment in cost-saving services like AutoPay
- Cut down mailing and postage costs
- Improve the customer experience for higher customer satisfaction

> "InvoiceCloud alleviated our biggest payment challenges, while improving the customer experience, helping us to save 25 hours a month to focus on other top priorities in our busy town office."

ELIZABETH COLORADO

Allison Ritter
Town of Elizabeth,
Utility Billing Clerk/Administration

The Challenge

Because they had too many manual processes associated with billing and collections, the staff was unable to process payments in a timely manner. The current method was not only restricting but was prone to error which cost the town time and money that could be used for other top priorities. Additionally, the team was struggling to respond to customer inquiries regarding online payments due to unresponsive customer service from their current EBPP provider. Other major challenges included:

- Customer issues enrolling and completing their online payments

- An influx of calls and complaints regarding online payments

- Decreased productivity and morale among staff

- Unnecessary time spent loading payments

The Solution

After being highly recommended, the town of Elizabeth was excited to move forward with an EBPP that could streamline payments, alleviate manual workloads, and simplify online registrations. InvoiceCloud was able to provide the town with everything they needed to:

- Improve payment processing productivity and conserve resources

- Provide an improved user experience for increased digital adoption

- Modernize payments for higher customer satisfaction

- Offer flexible payment options like AutoPay and pay-by-text

The Results

After implementing InvoiceCloud, the town of Elizabeth saw a number of benefits, including:

- **Decreased call volume** regarding online payments

- **Improved operational efficiencies** with a seamless and secure integration with the core billing software

- **Increased enrollment in cost-saving services** like AutoPay and paperless billing

- **Reduced printing costs** associated with paper billing and mailing

- **Decreased** late and missed payments

About the Town of Elizabeth

The Town of Elizabeth is located in the state of Colorado and was established in 1890. Its town office processes resident payments for utility bills, business licenses, animal permits and special events fees online.

About InvoiceCloud

InvoiceCloud® provides trusted, secure e-payments and the highest adopting Electronic Bill Presentment and Payment solutions. To learn more, visit invoicecloud.com

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